



KVVU-TV
25-TV 5 Drive
Henderson, NV 89014
(702)435-5555

CONTRACT

Contract / Revision	Alt Order #
485107 /	06228768
<u>Product</u>	
AMERICAN CROSSROADS	
Contract Dates	Estimate #
10/16/12 - 10/22/12	693
Advertiser	Original Date / Revision
American Crossroads NV	10/11/12 / 10/11/12
<u>Billing Cycle</u>	<u>Billing Calendar</u>
EOM/EOC	Broadcast
<u>Station</u>	<u>Account Executive</u>
KVVU	Teresa Difuria
<u>Special Handling</u>	
<u>Demographic</u>	
Adults 35+	
<u>IDB#</u>	<u>Advertiser Code</u>
	Product Code
<u>Agency Ref</u>	<u>Advertiser Ref</u>

And:

Crossroads Media
66 Canal Center Plaza
Suite 555
Alexandria, VA 22314

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots		Amount
											Spots	Spots	
N 11	KVVU	10/16/12	10/16/12	TMZ	730-8p		:30			NM	0	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:	10/15/12	10/21/12	-1-----					1	\$675.00				
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Type</u>			
	1	KVVU	10/15/12-10/21/12	TMZ	730-8p	-Tu-----	:30		\$675.00	NM			
N 14	KVVU	10/19/12	10/19/12	TMZ	730-8p		:30			NM	0	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:	10/15/12	10/21/12	---1--					1	\$675.00				
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Type</u>			
	1	KVVU	10/15/12-10/21/12	TMZ	730-8p	-----F---	:30		\$675.00	NM			
N 15	KVVU	10/22/12	10/22/12	Fox 5 News at 5 MF 530-6p	M-F 530-6p		:30			NM	0	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:	10/22/12	10/28/12	1-----					1	\$550.00				
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Type</u>			
	1	KVVU	10/22/12-10/28/12	Fox 5 News at 5 MF 530-6p	M-F 530-6p	M-----	:30		\$550.00	NM			
N 18	KVVU	10/18/12	10/18/12	Fox 5 News at 5 MF 530-6p	M-F 530-6p		:30			NM	0	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:	10/15/12	10/21/12	---1---					1	\$550.00				
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Type</u>			
	1	KVVU	10/15/12-10/21/12	Fox 5 News at 5 MF 530-6p	M-F 530-6p	----Th----	:30		\$550.00	NM			
N 19	KVVU	10/19/12	10/19/12	Fox 5 News at 5 MF 530-6p	M-F 530-6p		:30			NM	0	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:	10/15/12	10/21/12	---1--					1	\$550.00				
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Type</u>			
	1	KVVU	10/15/12-10/21/12	Fox 5 News at 5 MF 530-6p	M-F 530-6p	-----F---	:30		\$550.00	NM			
N 24	KVVU	10/19/12	10/19/12	Fox 5 News at 5	5-530p		:30			NM	0	0	\$0.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

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25-TV 5 Drive
Henderson, NV 89014
(702)435-5555**

<u>Contract / Revision</u>	<u>Alt Order #</u>	
485107 /	06228768	
<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/16/12 - 10/22/12	AMERICAN CROSSROADS	693
<u>Advertiser</u>		<u>Original Date / Revision</u>
American Crossroads NV		10/11/12 / 10/11/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		10/15/12	10/21/12	----1--	1			\$550.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KVVU	10/15/12-10/21/12	Fox 5 News at 5 See MG 41.2,41.3,41.4,41.5,41.6,41.7,41.8,41.9,41.10,41.11,41.12	5-530p	-----F----	:30		\$550.00	NM		
N 35	KVVU	10/22/12	10/22/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a		:30			NM	0	\$0.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>							
Week:	10/22/12	10/28/12	1-----	1	\$625.00							
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KVVU	10/22/12-10/28/12	Fox 5 News AM M-F 7a-9a See MG 41.2,41.3,41.4,41.5,41.6,41.7,41.8,41.9,41.10,41.11,41.12	M-F 7a-9a	M-----	:30		\$625.00	NM		
N 41	KVVU	10/22/12	10/22/12	FOX 5 News 5-6am M-F	5a-6a		:30			NM	11	\$9,755.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>							
Week:	10/22/12	10/28/12	1-----	1	\$380.00							
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KVVU	10/22/12-10/28/12	FOX 5 News 5-6am M-F See MG 41.2,41.3,41.4,41.5,41.6,41.7,41.8,41.9,41.10,41.11,41.12	5a-6a	M-----	:30		\$380.00	NM		
④	2	KVVU	10/22/12-10/22/12	FOX 5 News 5-6am M-F MG for 48.1,61.1,35.1,14.1,15.1,18.2,24.1,11.1,62.1,41.1,56.1,19.1	5a-6a	M-----	:30		\$450.00	NM		
④	3	KVVU	10/22/12-10/22/12	Fox 5 News AM M-F 6a-7a MG for 48.1,61.1,35.1,14.1,15.1,18.2,24.1,11.1,62.1,41.1,56.1,19.1	M-F 6a-7a	M-----	:30		\$725.00	NM		
④	4	KVVU	10/22/12-10/22/12	Fox 5 News AM M-F 7a-9a MG for 48.1,61.1,35.1,14.1,15.1,18.2,24.1,11.1,62.1,41.1,56.1,19.1	M-F 7a-9a	M-----	:30		\$700.00	NM		
④	5	KVVU	10/18/12-10/18/12	Special Early News MG for 48.1,61.1,35.1,14.1,15.1,18.2,24.1,11.1,62.1,41.1,56.1,19.1	Special Early News	-----Th----	:30		\$450.00	NM		
④	6	KVVU	10/17/12-10/17/12	Fox 5 News at 5 MG for 48.1,61.1,35.1,14.1,15.1,18.2,24.1,11.1,62.1,41.1,56.1,19.1	5-530p	---W-----	:30		\$950.00	NM		
④	7	KVVU	10/17/12-10/17/12	Fox 5 News at 5 MF 530-6p MG for 48.1,61.1,35.1,14.1,15.1,18.2,24.1,11.1,62.1,41.1,56.1,19.1	M-F 530-6p	---W-----	:30		\$1,025.00	NM		
④	8	KVVU	10/22/12-10/22/12	Fox 5 News at 5 MF 530-6p MG for 48.1,61.1,35.1,14.1,15.1,18.2,24.1,11.1,62.1,41.1,56.1,19.1	M-F 530-6p	M-----	:30		\$1,025.00	NM		
④	9	KVVU	10/19/12-10/19/12	Special Early News MG for 48.1,61.1,35.1,14.1,15.1,18.2,24.1,11.1,62.1,41.1,56.1,19.1	Special Early News	-----F----	:30		\$450.00	NM		
④	10	KVVU	10/18/12-10/18/12	BB League Championships MG for 48.1,61.1,35.1,14.1,15.1,18.2,24.1,11.1,62.1,41.1,56.1,19.1	1pm-8pm	----Th----	:30		\$3,250.00	NM		
④	11	KVVU	10/17/12-10/17/12	More M-F 9-10a MG for 48.1,61.1,35.1,14.1,15.1,18.2,24.1,11.1,62.1,41.1,56.1,19.1	M-F 9a-10a	---W-----	:30		\$280.00	NM		
④	12	KVVU	10/17/12-10/17/12	Katie MG for 48.1,61.1,35.1,14.1,15.1,18.2,24.1,11.1,62.1,41.1,56.1,19.1	M-F 11a-12p	---W-----	:30		\$450.00	NM		
N 48	KVVU	10/17/12	10/17/12	Anderson	3-4p		:30			NM	0	\$0.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>							
Week:	10/15/12	10/21/12	--1----	1	\$275.00							
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KVVU	10/15/12-10/21/12	Anderson See MG 41.2,41.3,41.4,41.5,41.6,41.7,41.8,41.9,41.10,41.11,41.12	3-4p	---W-----	:30		\$275.00	NM		
N 56	KVVU	10/22/12	10/22/12	Fox 5 News AM M-F 6a-7a	M-F 6a-7a		:30			NM	0	\$0.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>							
Week:	10/22/12	10/28/12	1-----	1	\$675.00							
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KVVU	10/22/12-10/28/12	Fox 5 News AM M-F 6a-7a See MG 41.2,41.3,41.4,41.5,41.6,41.7,41.8,41.9,41.10,41.11,41.12	M-F 6a-7a	M-----	:30		\$675.00	NM		
N 61	KVVU	10/16/12	10/16/12	New Girl/The Mindy Project	Tue 9p-10p		:30			NM	0	\$0.00

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Henderson - Las Vegas

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485107 /	06228768	
Contract Dates	Product	Estimate #
10/16/12 - 10/22/12	AMERICAN CROSSROADS	693
Advertiser		Original Date / Revision
American Crossroads NV		10/11/12 / 10/11/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
Week: 10/15/12		10/21/12		-1-----				1	\$3,425.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>					
	1	KVVU	10/15/12-10/21/12	New Girl/The Mindy Project See MG 41.2,41.3,41.4,41.5,41.6,41.7,41.8,41.9,41.10,41.11,41.12	Tue 9p-10p	-Tu-----	:30		\$3,425.00	NM		
N 62	KVVU	10/22/12	10/22/12	Fox 5 News M-F 11p	M-F 11-1135p							
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>							
Week: 10/22/12		10/28/12		1-----	1				\$825.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>					
	1	KVVU	10/22/12-10/28/12	Fox 5 News M-F 11p See MG 41.2,41.3,41.4,41.5,41.6,41.7,41.8,41.9,41.10,41.11,41.12	M-F 11-1135p	M-----	:30		\$825.00	NM		
											Totals	64 \$38,905.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/22/12	64	\$38,905.00	\$33,069.25
Totals	64	\$38,905.00	\$33,069.25

Signature: _____ Date: _____

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REP HEADLINE# 6228768 TRF# 485107
\$\$\$ MOD# 2: UNAPPROVED REV #1 \$\$\$

REP: TEL# 610-293-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP OCT11/12 15-44
CHANGES *** KVUU-TV ***

ADV # _____ ADV- NAME ISS/AMER. CROSSROADS
AGY # _____ AGY- NAME CROSSROADS MEDIA LLC

66 CANAL CENTER PLAZA, SUITE 555

BUYER NAME EMILY MILHOAN
SALES PRSN PH- TERESA DIFURIA

ORDER # _____ CONTRACT # 6228768 CLASS: NATL. LOCAL REGIONAL

PRDCT AMERICAN CROSSROADS EST# 693 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT16/12 OCT22/12 WK-1

CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED

DATE OCT11/12 15.44

REP: TO ROSE
FR NIKKI

OK'D M10 SEE LINES 78-88

TOTAL SAME
PLS CNF THANKS

STA:

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

:LINE#:REP : CDD: TIME PERIOD : LGTH : SEC : RATE : START : END : SPTS: WEEK : DAYS :TOTL:
:LINE#: : : : : : : : : : : : : : : : : :
AGENCY ADVERTISER CODE = AGENCY EST# = 693
AGENCY PRODUCT CODE =

12 S 730P-800P 30 \$675.00 10/16 10/16 0 TUE 0

PROGRAM : AVG. ALL WKS<

78 A 500A-600A 30 \$450.00 10/22 10/22 1 MON 1

PROGRAM : NEWS
ORD COM1: SPOTS N/A. SEE MG OFFER. PRE-BOOKED PLS APPROVE.
THIS IS A MAKE-GOOD FOR OCT16 ON LINE-12 FOR 1 SPOT/WK
THIS IS A MAKE-GOOD FOR OCT19 ON LINE-15 FOR 1 SPOT/WK
THIS IS A MAKE-GOOD FOR OCT18 ON LINE-72 FOR 1 SPOT/WK
THIS IS A MAKE-GOOD FOR OCT19 ON LINE-20 FOR 1 SPOT/WK
THIS IS A MAKE-GOOD FOR OCT19 ON LINE-25 FOR 1 SPOT/WK
THIS IS A MAKE-GOOD FOR OCT22 ON LINE-36 FOR 1 SPOT/WK
THIS IS A MAKE-GOOD FOR OCT22 ON LINE-42 FOR 1 SPOT/WK
THIS IS A MAKE-GOOD FOR OCT17 ON LINE-50 FOR 1 SPOT/WK

REP HEADLINE# 6228768 TRF# 485107
SSS MOD# 2. UNAPPROVED REV #1 SSS

REP: TEL# 610-293-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP

CREDIT RISK !!!
HARRIS REPORT FROM REP OCT 11/12 15.444
*****CHANGERS***** ***** REVNT-TV *****
FAX# 610-225-1191

REP HEADLINE# 6228768 TRF# 485107
 \$\$\$ MOD# 2: UNAPPROVED REV #1 \$\$\$

REP: TEL# 610-293-4100 FAX# 610-225-1191
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP OCT11/12 15.44
 CHANGES *** KVUU-TV ***

:LINE# :REP :CD: TIME PERIOD : LGTH : SEC : RATE : START : END : SPTS: WEEK : DAYS :TOTL:
 : :LINE# : : : : : : : : DATE : DATE : /Wk: INVT : DAYS : :SPTS:

65 S 1100P-1135P 30 \$825.00 10/22 10/22 0 MON 0

PROGRAM : FOX 5 NWS-11<
 STATION MAKEGOOD OFFERS:

M10 OK'D BUY#12 MISSED: TUE/730P-800P OCT16 30S \$675.00 (OCT10/12)
 BUY#15 FRI/730P-800P OCT19 30S \$675.00
 BUY#72 THU/430P-500P OCT18 30S \$550.00
 BUY#20 FRI/530P-600P OCT19 30S \$550.00
 BUY#25 FRI/500P-530P OCT19 30S \$550.00
 BUY#36 MON/700A-900A OCT22 30S \$625.00
 BUY#42 MON/500A-600A OCT22 30S \$380.00
 BUY#50 WED/300P-400P OCT17 30S \$275.00
 BUY#58 MON/600A-700A OCT22 30S \$675.00
 BUY#63 TUE/900P-1000P OCT16 30S \$3,425.00
 BUY#65 MON/1100P-1135P OCT22 30S \$825.00
 BUY#16 MON/530P-600P OCT22 30S \$550.00
 & MON/600A-700A OCT22 30S \$725.00 PLS ADVISE.
 & MON/700A-900A OCT22 30S \$700.00
 & THU/400P-430P OCT18 30S \$450.00
 & WED/500P-530P OCT17 30S \$950.00
 & WED/530P-600P OCT17 30S \$1,025.00
 & MON/530P-600P OCT22 30S \$1,025.00
 & FRI/400P-430P OCT19 30S \$450.00
 & THU/430P-800P OCT18 30S \$3,250.00
 & WED/900A-1000A OCT17 30S \$280.00
 & WED/1100A-1200N OCT17 30S \$450.00

CMT: SPOTS N/A. SEE MG OFFER. PRE-BOOKED PLS APPROVE.

CONTRACT TOTAL
 OCT/12 38905.00
 TOTAL SPOTS 64

MARKET TOTALS \$243,156 KVUU 16% KSNV 31% KLAS 41% KTNV 11% KVMY 0% KVCW 0% CABL 0%
 KTUD 1%

HEAVY NNEWS AND OLDER SKEWING PRIME AND SPORTS PURCHASED

SVC- NSI
 DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
 P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE